

# Fashion Calendar 1949

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12/26/49

JANUARY

FEBRUARY

MARCH

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 26, 1949</u>			
Dec. 26	LEGAL HOLIDAY (Monday) BECAUSE CHRISTMAS IS ON SUNDAY.		
Tuesday Dec. 27 3:30 P.M.	"COURT OF JEWELS" AND MILLINERY SHOW	UNITED HOSPITAL FUND OF NEW YORK	ROCKEFELLER CENTER FORUM-6TH AVE. & 49TH
	Exhibition of the Hope Diamond, the Jonker and the Star of the East, sponsored by the United Hospital Fund in the "Court of Jewels" until Dec. 30. Special fashion showing of John Frederics hats on Tuesday, Dec. 27 at 3:30 P.M. Admission: 50¢. Publicity: Arlene Silva, MU. 9-0700.		
Wednesday Dec. 28 3:00 P.M.	PREVIEW OF JUNIOR FASHIONS FOR SPRING	SAKS 34TH STREET	2ND FLOOR
	Saks 34th will present a Junior fashions showing of suits, coats and dresses for Spring. Open to public. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.		
Jan. 1	NEW YEAR'S DAY (Sunday).		
Jan. 2	LEGAL HOLIDAY (Monday).		
Tuesday Jan. 3 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY	WALTER FLORELL	29 EAST 53RD STREET SALON
	Presentation of Walter Florell's Spring millinery to the local fashion press. Show will be followed by luncheon. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday Jan. 4 9:15 A.M. Breakfast	SPRING MILLINERY SHOW AT NEW SALON	EMME	26 EAST 56TH STREET SALON
	Emme will present her collection of Spring millinery to the local fashion press at the opening of her new salon. Showing at 9:30 A.M. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday Jan. 4 12:00 Noon Luncheon	SPRING MILLINERY SHOWING FOR PRESS	MARY GOODFELLOW	600 MADISON AVENUE SALON
	Preview of Spring millinery collection by Mary Goodfellow at a luncheon showing for the N.Y. fashion editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Wednesday Jan. 4 2:30 P.M.	PRESS PREVIEW OF RESORT FASHIONS	GIMBELS	2ND FLOOR FASHION OFFICE
	"Going Places...Southward"--Gimbels will present a press showing of Resort fashions. By invitation only. Public showing on Thursday, Jan. 5 at 6:00 P.M., on 3rd floor. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.		
Thursday Jan. 5 10:00 A.M. Breakfast	SPRING HAT SHOW FOR THE PRESS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Showing of Sally Victor's Spring Millinery collection to the local fashion editors. By invitation only. Contact: Mildred Josephs, PL. 3-7450.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 5 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Fashion Group will have a Millinery Division luncheon meeting. Subject: "1950 Turns To Trimming--If It's Untrimmed, It's Old Hat!" About twenty leading milliners and six uptown retail stores will present Spring hats. Commentator: Maud G. Moody, millinery editor, Women's Wear Daily. Speaker: Mr. Lou E. Davis, Director of Better Millinery and Custom-Made Millinery, Saks Fifth Avenue. Chmn. of Millinery Div.: Dorothy Nash. Price (including tax and tip): \$4.00 for members. \$4.50 for guests (one per member). Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Jan. 5 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: "ADAM IN THE LOOKING GLASS "Does Adam Dress for Eve, Or Does Eve Dress Adam?"--an exhibition of men's fashions from the 14th Century to tomorrow. The exhibit will include new fashions for men, specially designed by twelve outstanding women designers. Members' Private Preview: Thursday, January 12 from 8:00 P.M. to 11:00 P.M. Exhibit will be open to public, beginning Friday, January 13. Executive Director of Costume Institute: Polaire Weissman. Publicity for Metropolitan Museum: Lillian Green, RH. 4-7690, Ext. 380.	COSTUME INSTITUTE OF METROPOLITAN MUSEUM	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Thursday Jan. 5 4:00 P.M. Cocktails	SPRING AND SUMMER FOUNDATION LINE The House of Flexees will present a press preview of its Spring and Summer line of Foundation garments. Attendance by invitation only. Publicity: Bee Bradshaw, MU. 9-2100.	ARTISTIC FOUNDATIONS-- "FLEXEES"	417 FIFTH AVENUE SHOWROOM
Thursday Jan. 5 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY SPRING COLLECTION Linsk of Philadelphia and California will present the Betty Barclay Spring collection to the press and trade at a cocktail party. By invitation only. Contact: Mildred Kaldor, MU. 9-5420.	LINSK OF PHILADELPHIA AND CALIFORNIA	HOTEL PIERRE ROOF
Beginning Thursday Jan. 5	OPENING OF SPRING JEWELRY LINE Opening of the Trifari, Krussman & Fishel Spring line of fashion jewelry. By appointment. Contact: Dorothy Lansing, PL. 9-7598, or Alice Kahn, OR. 9-0220.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Friday Jan. 6 12:00 Noon Luncheon	PRESS PREVIEW OF SPRING MILLINERY Lenesta will present her Spring millinery collection to the N.Y. fashion editors. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	LENESTA	15 EAST 53RD STREET SALON
Friday Jan. 6 4:00 P.M. Cocktails	PALM BEACH FASHIONS AT NEW COUTURE SALON Reception and cocktails at the opening of Callot Soeurs' new couture salon, and a presentation of their Palm Beach collection. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.	CALLOT SOEURS	42 EAST 57TH STREET SALON
Week Of Jan. 8	FOURTEENTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the U.S. and Canada will be in N.Y. during the week of January 8 for the Fourteenth National Press Week. Strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	N.Y. DRESS INSTITUTE	NEW YORK CITY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 8 11:00 A.M. Breakfast	SHOE DISPLAY FOR VISITING EDITORS	NATIONAL SHOE INSTITUTE	RITZ CARLTON HOTEL CARLTON SUITE, 4TH FL.
	The out-of-town editors are invited to meet the new president of the National Shoe Institute, Mr. Harold Volk, president of Volk Bros., Dallas, Texas; and the new vice-president, Mr. Lawrence B. Sheppard, president of the Hanover Shoe Company, Hanover, Pa.; and members of the Institute staff. Spring trends in shoes for men, women and children will be on display. Contact: Alice Dowd, J. Walter Thompson Co., MU. 3-2000, Ext. 304.		
Sunday Jan. 8 3:00 P.M.- 5:00 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS	SALLY VICTOR	18 EAST 53RD STREET SALON
	Sally Victor will present her semi-annual millinery fashion show to the out-of-town press at an informal cocktail party. Attendance by invitation only. Contact: Mildred Josephs, PL. 3-7450.		
Sunday Jan. 8 4:00 P.M.- 6:00 P.M. Tea	SPRING FASHIONS FOR VISITING PRESS	MARIA KRUM	41 WEST 56TH STREET SALON
	Brief showing of Maria Krum's Spring fashions at a tea for the out-of-town editors. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.		
Sunday Jan. 8 4:30 P.M.- 8:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING EDITORS	FLORENCE REICHMAN	44 EAST 67TH STREET (HOME)
	Florence Reichman will invite the out-of-town editors to an open-house cocktail party and informal showing of her Spring millinery. Attendance by invitation only. Contact: Florence Reichman, RH. 4-0290.		
Sunday Jan. 8 5:30 P.M. Buffet Supper	BUFFET SUPPER FOR VISITING PRESS	FORSTMANN, INC.	HOTEL CARLYLE 36 EAST 76TH STREET
	Forstmann will be host at a cocktail party and buffet supper for the out-of-town press at the Hotel Carlyle, Victorian Suite. Attendance by invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448.		
Sunday Jan. 8 9:30 P.M. Champagne	CHAMPAGNE PARTY FOR VISITING EDITORS	WALTER FLORELL	29 EAST 53RD STREET SALON
	Walter Florell will invite the out-of-town press to a champagne party and showing of his Spring millinery. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Beginning Monday Jan. 9- Jan. 13	THIRTY-NINTH ANNUAL CONVENTION	NATIONAL RETAIL DRY GOODS ASS'N.	HOTEL STATLER
	"Keep the Goods Moving" is the general theme of the NRDGA Convention for 1950. Registration fees: \$5.00 per person; \$25.00 per firm (any number of representatives). Contact: NRDGA, 100 West 31st St., CH. 4-8780.		
Monday Jan. 9 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Mr. John will present his Spring Millinery collection to the N.Y. fashion editors. (Note change of time). Attendance by invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.		
Monday Jan. 9 12:15 P.M. Luncheon	PRESS LUNCHEON AND SHOW	RICHARD HUDNUT	WALDORF-ASTORIA WEDGWOOD ROOM
	Richard Hudnut will invite the out-of-town and local press to luncheon, and a show directed by Ann Delafield. Attendance by invitation only. Contact: Marion Hammon, WA. 4-7708.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 9 12:45 P.M. Luncheon	DESIGNERS' "RAPSODIE" LUNCHEON SHOW	AMERICAN GUILD OF FASHION DESIGNERS	HOTEL PIERRE COTILLION ROOM
	The American Guild of Fashion Designers, Inc., organized last June, will have their first fashion show. Representing seven different categories of fashions from head to foot, the show will include fashions by Peg Newton, Elsa Nystrom, Bernard Az Guro and others. Tickets: \$10.00. For reservations, contact: LE. 2-8324. Publicity: Edgar E. Peck, Lycett-Peck Assoc., MU. 7-6295. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.		
Monday Jan. 9 3:00 P.M.	SPRING SHOWING FOR VISITING PRESS	CAPRI ORIGINALS, INC.	1372 BROADWAY SHOWROOM-5TH FLOOR
	Capri will present their Spring and Resort collection to the out-of-town editors. Attendance by invitation only. Publ.: Elsie Brandt, WI. 7-7430.		
Monday Jan. 9 4:00 P.M.	MILLINERY SHOWING FOR VISITING PRESS	MR. JOHN, INC.	53 EAST 57TH STREET SALON
	Showing for the out-of-town editors of Mr. John's Spring millinery. Attendance by invitation only. Contact: Jane Darby or Peter Brandon, MU. 8-4906.		
Monday Jan. 9 5:00 P.M. Cocktails 5:30 P.M. Show	SEMI-ANNUAL ACCESSORIES SHOW	CORO JEWELRY; GLENTEX SCARFS	HOTEL PIERRE GRAND BALLROOM
	Semi-annual accessories show of new Coro jewelry and Glextex scarfs, for local and out-of-town press, giving fashion highlights of the Spring into Summer season. By invitation only. Cocktails at 5:00 P.M. Show at 5:30 P.M. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Monday Jan. 9 8:00 P.M.	FASHION SHOW FOR VISITING EDITORS	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Maurice Rentner will present his Spring collection to the out-of-town fashion press promptly at 8:00 P.M. Refreshments will be served after the show. By invitation only. Publicity: Fredy Schey, LA. 4-6968.		
Beginning Monday Jan. 9	MAIN SPRING OPENINGS OF GUILD SHOE LINES	THE GUILD OF BETTER SHOW MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
	Shoes for main Spring selling will be presented in the individual members' showrooms. Member firms of The Guild of Better Shoe Manufacturers include Barney Fox; John Jerro; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co.; Palter DeLiso, Inc.; Schwartz & Benjamin, Inc.; M. Wolf Sons, Inc.; Zuckerman & Fox, Inc. Contact: Albert H. Bogutz, president of The Guild of Better Shoe Manufacturers, LO. 5-6569.		
Monday Jan. 9- Jan. 10	SECOND ANNUAL HOSIERY EXPOSITION	HOSIERY INDUSTRY WEEKLY; & MERCHANDISING	WALDORF-ASTORIA GRAND BALLROOM
	"Hosiery Industry Weekly" and "Hosiery Merchandising" will sponsor the Fourth Annual Hosiery Forum for retailers, buyers and merchandisers of hosiery. The Second Annual Hosiery Exposition will include about 65 exhibitors, with showings from 2:00 P.M. to 11:00 P.M. on first day; 12:00 Noon to 5:00 P.M. on second day. Forum contact: Olive Graham, MU. 5-0375; Exposition contact: Robert T. Kenworthy, LE. 2-5441.		
Tuesday Jan. 10 8:00 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
	Irene of New York will present Spring hats to the out-of-town press at a breakfast showing. By invitation only. Publ.: Nona James, CH. 4-7658.		

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Tuesday Jan. 10 9:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing trends, problems and developments. Virginia Pope, fashion editor of the N.Y. Times, will again direct the clinic. By invitation only. Publicity: Ruth Weintraub, PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday Jan. 10 12:15 P.M. Luncheon	PRESS SHOWING OF SPRING COLLECTION Paul Parnes will present his Spring collection of dresses and suits to the visiting editors. Luncheon will follow the show. Attendance by invitation only. Publicity: Gladys Steiner, MU. 9-1630.	PAUL PARNEs	498 SEVENTH AVENUE SHOWROOM
Tuesday Jan. 10- Jan. 11 2:00 P.M.- 5:00 P.M.	FIFTEENTH BRIDAL BUSINESS CLINIC Brides House, Inc., publisher's of The Bride's Magazine and The Bride's Reference Book announce a two-day Bridal Business Clinic in the Crystal Gardens and Grand Ballroom of the Ritz Carlton Hotel. Wedding Gift Registry and Home Furnishings Session on Tuesday, Jan. 10; Fashion Session on Wednesday, Jan. 11 -- both followed by cocktails. Attendance by retailers. Contact: Alice Rydell, Dir. of Mdsing Service, MU.2-1490.	THE BRIDE'S MAGAZINE	RITZ CARLTON HOTEL
Tuesday Jan. 10 2:30 P.M.	FIFTH ANNUAL BRIDAL CLINIC Annual clinic for bridal consultants, bridal dress buyers, trousseau buyers, publicity, display and merchandise managers of Mademoiselle's tie-in stores across the country. Attendance by invitation. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADEMOISELLE	HOTEL ROOSEVELT GRAND BALLROOM
Tuesday Jan. 10 3:30 P.M.- 6:00 P.M.	COSTUME JEWELRY SHOWING FOR PRESS Presentation of Castlecliff costume jewelry at an informal showing for out-of-town press. By invitation only. Publ.: Carol Jaynes, WI. 7-0943.	CASTLECLIFF, INC.	366 FIFTH AVENUE SHOWROOM - 5TH FL.
Tuesday Jan. 10 4:00 P.M. Cocktails	SHOWING OF FASHIONS IN VERNEY FABRICS "Hawaii" will be the theme of a complete showing of beach, lounge and play clothes in Verney prints, designed in Hawaii by Hawaiian artists. Attendance by invitation only. Fashion Director: Adele Benjamin, BR. 9-7300. Publicity: John Hallaren, CH. 4-7580.	VERNEY CORPORATION	HOTEL PLAZA TERRACE ROOM
Tuesday Jan. 10 4:00 P.M.- 6:00 P.M.	FASHIONS IN WOMEN'S WATCHES "Wardrobe in Watches", the latest in designs and fashions in watches for women, will be presented by the Watchmakers of Switzerland, (Federation Suisse des Associations de Fabricants d'Horlogerie) to the N.Y. and out-of-town fashion press. By invitation only. Sponsored by Foote, Cone and Belding International. Contact: Elizabeth Maher Assoc., EL. 5-4248.	WATCHMAKERS OF SWITZERLAND	PARK LANE TAPESTRY ROOM
Tuesday Jan. 10 4:30 P.M. Cocktails	PRESS PREVIEW OF YOLANDE HANDMADES Preview for the out-of-town and local fashion press of the Yolande collection of handmades for Spring. By invitation only. Publicity: Ida Miller, Forth Miller Associates, MU. 3-6526.	YOLANDE CORPORATION	16 EAST 34TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 10 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER The semi-annual millinery fashion show for buyers, retailers and the fashion press. Reservations: Dinner and Show, \$20.00 (including tax); Mezzanine: show only, \$10.00 (including tax). Show at 8:30 P.M. For tickets, contact: Millinery Stab. Comm., 1450 B'way, LO. 4-7800. Press by invitation. Publ.: Mary Kelley, Millinery Fashion Bureau, LU.2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Tuesday Jan. 10 8:00 P.M. Dinner 9:30 P.M. Show	ANNUAL FASHION SHOWING OF DAYTIME DRESSES "Fashions for Day and Play" will be the theme of the Sixteenth Annual Show, with a presentation of fashions by sixty of the National Brand of Daytime Dress manufacturers. Tickets for dinner and show: \$20.00. Contact: Mr. Albert Lewin, LA. 4-6350. The out-of-town and local press will be invited to the show at 9:30 P.M. Contact: Marion Ostroff or Ayrnne Bermont, Publicity Directors, National Association of House Dress Mfrs., 1350 Broadway, N. Y., LA. 4-6350.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA BALLROOM
Cancelled Jan. 11	THE PERMA-STARCH PREVIEW, ORIGINALLY SCHEDULED FOR WED., JAN. 11 AT 8:00 A.M. BREAKFAST FOR VISITING PRESS HAS BEEN CANCELLED.		
Wednesday Jan. 11 9:30 A.M.	SPRING MILLINERY SHOW FOR LOCAL PRESS Irene of New York will present her new collection of Spring millinery to the N.Y. fashion press. By invitation only. Publ.: Nona James, CH.4-7658.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday Jan. 11 11:00 A.M.	SPRING MILLINERY PREVIEW FOR PRESS Presentation for buyers and the N.Y. press of Laddie Northridge's Spring millinery collection. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 11 12:00 Noon Luncheon	FASHION SHOW FOR VISITING PRESS Preview of Varden's Spring suits and dresses for the out-of-town editors. Attendance by invitation only. Publicity: Ann Pester, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Wednesday Jan. 11 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING "Opening The Curtain On Spring"--Margaret Newman will present her Spring collection of sports, afternoon and evening fashions during luncheon. Press by invitation. Public by reservation; contact: Mr. Oscar, EL.5-2600, Ext. 203. Margaret Newman Publicity: Ann Rabin, LO. 9-5474. Savoy Plaza Fashion Director: Donna Cannon, EL. 5-2600.	MARGARET NEWMAN ORIGINALS	SAVOY PLAZA GOLD ROOM
Wednesday Jan. 11 4:00 P.M. Cocktails	LOCAL PRESS SHOWING OF NEW BRASSIERES Presentation of Spring line of brassieres, designed by Edith Lances. Attendance by invitation only. Publicity: Gladys Steiner, MU. 9-1630.	EDITH LANCES	31 EAST 31ST STREET SHOWROOM
Wednesday Jan. 11 4:00 P.M. Cocktails	PRESS PREVIEW OF SPRING MILLINERY Florence Reichman will present a showing of her Spring millinery to press and trade. By invitation only. Contact: Miss Jacqueline, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON

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Wednesday Jan. 11 5:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Laddie Northridge will present his Spring millinery collection to the out-of-town press. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday Jan. 11 6:00 P.M. Cocktails; Dinner	HAT FASHIONS FOR LOCAL & VISITING PRESS The Millinery Fashion Bureau will invite the out-of-town and local editors to a cocktail party at 6:00 P.M., with dinner at 7:00 P.M. Showing of Spring hat fashions by leading milliners at 8:00 P.M., followed by entertainment. By invitation only. Publicity: Mary Kelley, LU. 2-2250.	MILLINERY FASHION BUREAU	PLACE TO BE ANNOUNCED
Wednesday Jan. 11 7:00 P.M. Dinner	SPRING LINGERIE & NEGLIGEE SHOWING Dinner and fashion show, sponsored by the Lingerie Manufacturers Association and the Neglige Association, for manufacturers, retailers and press. Show at 8:30 P.M. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LINGERIE & NEGLIGEE MANUFACTURERS ASS'N.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 12 8:00 A.M. Breakfast	PATENT LEATHER SHOW FOR VISITING PRESS "Patent Preferred"--patent leather accessories and ready-to-wear will be presented to the out-of-town press. Attendance by invitation only. Contact: Philip Klarnet, Patent Leather Bureau, LA. 4-1398. Publicity: Dora Miller, LO. 3-4285.	PATENT LEATHER BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Thursday Jan. 12 11:00 A.M.	PRESS PREVIEW OF SPRING MILLINERY Mr. Fred Frederics of John Frederics, Inc., will present his Spring millinery collection to the N.Y. press. Attendance by invitation only. Contact: Lily Davis, PL. 3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday Jan. 12 12:00 Noon Luncheon	YOUNG SPORTSWEAR SHOW FOR VISITING PRESS Tilly Schanzer will present her "Mix 'n Match" Spring fashions to the out-of-town editors. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Thursday Jan. 12 2:30 P.M.	PREVIEW OF SPRING COSTUMES AND MILLINERY Lilly Dache will present her Spring costumes and millinery to the N.Y. editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Thursday Jan. 12 3:00 P.M.- 5:30 P.M. Tea	SPRING AND ADVANCE SUMMER SHOE FASHIONS Spring and Advance Summer shoe fashions will be presented at an informal showing for the out-of-town press. By invitation only. Publicity: Grace Hill, at I. Miller, ST. 4-7800.	I. MILLER	WALDORF-ASTORIA PERROQUET SUITE
Thursday Jan. 12 3:30 P.M.- 5:00 P.M. Cocktails	SHOWING OF NEW LINGERIE & HOSIERY Showing of the new Luxite Lingerie collection and a new slant on hosiery by Holeproof. Settings by Merchandising Arts. For local and visiting press and trade. By invitation only. Publ.: Mildred Kaldor, MU. 9-5420.	LUXITE LINGERIE- HOLEPROOF HOSIERY	ST. REGIS HOTEL ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 12 4:30 P.M. Cocktails 5:00 P.M. Show	"A FASHION PORTFOLIO" SEMI-ANNUAL SHOW The House of Heller will present its semi-annual fashion show, featuring the Spring collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Showing promptly at 5:00 P.M. Commentator: Helen Faith Keane. By invitation only. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	RITZ CARLTON HOTEL BALLROOM
Thursday Jan. 12 4:30 P.M. Cocktails	LATEST SUNTAN STORY FOR EDITORS Cocktail party for beauty editors by Skol, and a discussion of the latest scientific information about the effect of light rays on the skin. By invitation only. Publ.: Marcella Holmes, J. Walter Thompson, MU. 3-2000.	SKOL	PARK LANE PETIT SALON
Thursday Jan. 12 5:30 P.M.	MILLINERY SHOW FOR VISITING EDITORS Presentation of Spring millinery to the out-of-town press by Mr. Fred Frederics. Attendance by invitation only. Contact: Lily Davis, PL.3-1010.	JOHN FREDERICS, INC.	29 EAST 48TH STREET SALON
Thursday Jan. 12 7:00 P.M. Informal Buffet	WHOLESALE COLLECTION FOR VISITING PRESS The Elizabeth Arden ready-to-wear Spring collection, designed by Castillo, will be presented to the out-of-town press at an informal buffet dinner. Attendance by invitation only. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Thursday Jan. 12 7:30 P.M. Dinner	FASHION SHOW AND DINNER FOR PRESS Sylvan Rich will invite the visiting editors to a dinner and showing of Martini Designed and Diminutives for Spring. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SYLVAN RICH	PLACE TO BE ANNOUNCED
Friday Jan. 13 8:00 A.M. Breakfast	EMBROIDERY FASHIONS FOR VISITING PRESS "Tots 'n Teens Trimmed with Schiffli"--embroidered fashions for the young set will be shown to the out-of-town editors. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	SCHIFFLI EMBROIDERERS MANUFACTURERS BUREAU	LONGCHAMPS B'WAY & 41ST STREET
Friday Jan. 13 12:00 Noon Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Kane-Weill will invite the out-of-town press to a luncheon and showing of Spring fashions. By invitation only. Contact: Lloyd Weill, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Friday Jan. 13 4:00 P.M. High Tea	COSTUME JEWELRY SHOWING FOR PRESS The first press showing of Halbe's jewel creations, presenting their advance Spring Costume jewelry collection in their new showroom, for out-of-town and local press. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	JEWELS BY HALBE	411 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Cancelled Jan. 13	DAN RIVER MILLS' ANNUAL COCKTAIL PARTY FOR VISITING PRESS, ORIGINALLY SCHEDULED FOR FRIDAY, JAN. 13 AT 4:00 P.M., HAS BEEN CANCELLED.		
Friday Jan. 13 5:00 P.M. Cocktails	COSTUMES & MILLINERY FOR VISITING PRESS Showing for the out-of-town editors of Lilly Dache's Spring costume and millinery collection. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 13 8:30 P.M.	OPERA PARTY FOR VISITING EDITORS The Jewelry Industry Council will be host to the visiting editors at the evening performance of the Metropolitan Opera. Attendance by invitation only. Contact: Martha Percilla, Fashion Director, LO. 4-3585.	JEWELRY INDUSTRY COUNCIL	MET. OPERA HOUSE B'WAY & 39TH STREET
Saturday Jan. 14 10:00 A.M. Coffee	SPRING SHOWING FOR VISITING PRESS Anna Miller will invite the out-of-town editors to a showing of the Spring and Advance Summer collection, designed by Earl Luick. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
Saturday Jan. 14 12:30 P.M. Luncheon	SPRING ACCESSORY SHOW FOR VISITING EDITORS A "Capsuled Version Of Spring Accessory Fashions" will be presented to the out-of-town press. Hats--Emme, Mary Goodfellow, Lenesta, Baroness Radvanszky. Bags--Pichel. Shoes--Newton Elkin. Attendance by invitation only. Commentator: Maud Moody. Pichel Publicity: Donna Cannon, EL. 5-2600. Newton Elkin Publicity: Elizabeth Mackintosh, TE. 8-7147. Fashion Show Publicity: Mildred Kaldor, MU. 9-5420.	COOPERATING DESIGNERS	SAVOY PLAZA CRYSTAL ROOM
Saturday Jan. 14 2:00 P.M.- 3:00 P.M.	SHOWING OF CUSTOM- ORDER COLLECTION Sydell will present her Mid-Winter and Early Spring collection of custom-order suits, cocktail dresses, dinner and evening clothes to the guests of the N.Y. Philanthropic League. Contact: EL. 5-8729.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Saturday Jan. 14 2:30 P.M. Champagne	SPRING JEWELRY AT CHAMPAGNE PARTY Trifari, Krussman & Fishel will invite the out-of-town editors and local press to a Silver Anniversary champagne party and showing of Spring fashion jewelry. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET SHOWROOM-4TH FLOOR
Saturday Jan. 14 4:00 P.M. Champagne	FRENCH RIVIERA FILM AT CHAMPAGNE PARTY Air France will present a champagne showing of "Flight To The French Riviera" to the out-of-town press. By invitation only. Publicity: Ellis Reed, PL. 9-7000.	AIR FRANCE	683 FIFTH AVENUE LOUNGE
Saturday Jan. 14 5:00 P.M. Cocktails	COCKTAIL PARTY FOR VISITING EDITORS Mme. Helena Rubinstein will invite the out-of-town editors to a cocktail party at her home. Attendance by invitation. Publ.: Amy Blaisdell, EL. 5-2100	HELENA RUBINSTEIN (HOME)	625 PARK AVENUE
Monday Jan. 16 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF NEW BRASSIERE FASHIONS The Maiden Form Brassiere Co. will have a fashion show and cocktail party for the press and trade to introduce style innovations for 1950. Maiden Form Brassieres will be shown with the new Spring fashions for which they have been designed. Attendance by invitation only. Commentator and Fashion Show Director: Kay Daly. Publicity: Laurel Cutler, William H. Weintraub & Co., Inc., CI. 7-4282.	MAIDEN FORM BRASSIERE CO.	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 16- Jan. 20	CORSET & BRASSIERE SPRING MARKET WEEK Contact: Jed Sylbert, 220 Fifth Avenue, MU. 2-1593.	CORSET & BRASSIERE EXHIBITORS' GUILD, INC.	HOTEL McALPIN B'WAY & 34TH STREET
Tuesday Jan. 17 11:00 A.M.	"FIGURE TALK": SHOWING THE WARNER BROS. CO. OF FOUNDATION FASHIONS The Warner Brothers Co. will present its annual Spring showing of foundation fashions for the trade and press. John Field, president of Warner Bros., will forecast business trends for 1950. "Figure Talk" will be supervised and commentated by Anne Ketcham, Warner's Publicity Director. Attendance by invitation only. Publicity: Anne Ketcham, MU. 3-1194.		HOTEL ASTOR GRAND BALLROOM
Tuesday Jan. 17 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Press preview of the Summer collection designed by Clifford for del Mar Sportswear. Show will be followed by luncheon at 12:00 Noon. Luncheon shows for the trade on Wednesday, Jan. 18 and Thursday, Jan. 19. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	CLIFFORD FOR DEL MAR SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
Wednesday Jan. 18 1:00 P.M. Luncheon	SPRING SUITS AT LUNCHEON SHOW Russeks will present new Spring suits during luncheon. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Ted Saucier Publicity Office: Virginia Strub, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 18 4:00 P.M. Cocktails	FASHIONS AND FABRICS SHOWING Presentation of Spring costumes created by leading designers in John Walther fabrics. Showing at 4:30 P.M. For press and trade, by invitation only. Contact: Elena Turner, LO. 4-8090.	JOHN WALther FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Wednesday Jan. 18 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW: MEN'S SHIRTS AND SWIM TRUNKS The Cisco Company will introduce their Duke Kahanamoku line of men's shirts and swim trunks in Hawaiian designed fabrics. Attendance by invitation only. Publicity: Evelyn Wade, George N. Kahn Co., BR. 9-6950.	CISCO COMPANY (16 EAST 34TH STREET)	STORK CLUB 3 EAST 53RD STREET
Thursday Jan. 19 4:00 P.M. Cocktails	PREVIEW OF DENIMS AND COTTON SHEERS Reeves Brothers will present Barnyard Denims, cotton sheers and Byrd Cloth Reeveroy; also cotton cords from the Summer collections of leading designers. Attendance by invitation only. Fashion show direction: Rosemary Sheehan, CI. 7-8060.	REEVES BROTHERS, INC.	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Tuesday Jan. 24 3:30 P.M. Cocktails	PRESS PREVIEW OF COTTON COLLECTION "Cotton Futures"--Showing of new cotton fashions by Jerry Parnis. Attendance by invitation. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM
Wednesday Jan. 25 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "Hatty, Hatty, Hatty Talk", a quick look at the Peg Fischer look for the Spring season. Press by invitation. Public by reservation; contact: "Albert", headwaiter, EL. 5-3000. Peg Fischer Publ.: Rosemary Sheehan, CI. 7-8060. Ted Saucier Publ. Office: Virginia Strub, EL. 5-3000.	PEG FISCHER	WALDORF-ASTORIA SERT ROOM

MUSIC...MOVIES...THEATRE...TELEVISION

Friday  
Dec. 23 PREMIERE: "EAST SIDE, WEST SIDE" (Movie) LOEW'S STATE THEATRE, B'WAY & 45TH  
MGM presents film based on Marcia Davenport's novel about N. Y.'s  
sophisticated socialite set. Stars: Barbara Stanwyck, James Mason,  
Van Heflin and Ava Gardner. Producer: Voldemar Vetzluguin. Director:  
Mervyn LeRoy. Costumes: Helen Rose. Publ.: Herbert Crooker, LU. 2-2000.

Sunday  
Dec. 25 PREMIERE: "ADAM'S RIB" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET  
MGM presents a comedy by Ruth Gordon and Garson Kanin about a happily  
married couple and repercussions that occur when they face each other  
in a courtroom as opposing lawyers. Stars: Spencer Tracy and Katharine  
Hepburn. Producer: Lawrence Weingarten. Director: George Cukor.  
Song: Cole Porter. Wardrobe: Walter Plunkett. Publicity: Herbert  
Crooker, LU. 2-2000.

Monday  
Dec. 26 OPENING: "THE VELVET GLOVE" BOOTH THEATRE, 45TH ST. WEST OF B'WAY  
Guthrie McClintic presents a comedy by Rosemary Casey starring Grace  
George and Walter Hampden, with Jean Dixon and John Williams. Directed by  
Guthrie McClintic. Setting: Donald Oenslager. Publicity: Sol Jacobson,  
LU. 2-4993.

Week  
Of  
Dec. 26 SIXTH WEEK: METROPOLITAN OPERA, MET OPERA HOUSE, B'WAY & 39TH STREET  
Sixth week's program of the Metropolitan Opera: Mon. Eve., Dec. 26:  
Puccini's MANON LESCAUT; Tues. Mat., Dec. 27: Donizetti's LUCIA DI  
LAMMERMOOR; Wed. Eve., Dec. 28: Bizet's CARMEN; Thursday. Eve.,  
Dec. 29: Puccini's MADAMA BUTTERFLY; Fri. Eve., Dec. 30: Wagner's  
LOHENGRIN; Sat. Mat., Dec. 31: Gounod's FAUST; Sat. Eve., Dec. 31:  
Puccini's LA BOHEME. Publicity: Margaret Carson, PE. 6-1200.

Tuesday  
Dec. 27 TELEVISION: KATHI NORRIS, "YOUR TELEVISION SHOPPER" WABD-TV, CHANNEL 5  
11:00 A.M.- Television show featuring Mrs. Lily Paschkes, hair stylist and beauti-  
cian, who will discuss and demonstrate proper care of the hair.  
12:00 Noon Publicity: Babs Doniger, PL. 3-1742.

Tuesday  
Dec. 27 OPENING: "HOW LONG TILL SUMMER", PLAYHOUSE THEATRE, 48TH ST. EAST OF B'WAY  
Leon J. Brionesky and Edward M. Gilbert present a new drama by Sarett and  
Herbert Rudley, about a child's reaction to the world in which he lives.  
Josh White heads the cast, which includes Ida James, Frank Wilson, Josh  
White, Jr. and Fredi Washington. Director: Mr. Rudley. Setting: Ralph  
Alswang. Costume: Enid Smiley. Publ.: G. & D. Ross, BR. 9-5906.

Wednesday  
Dec. 28-  
Jan. 8 OPENING: "SHE STOOPS TO CONQUER" CITY CENTER, 131 WEST 55TH STREET  
The City Center of Music and Drama opens its third season of plays under  
the artistic supervision of Maurice Evans. The first play by the N.Y.C.  
Theatre Company will be "She Stoops To Conquer", with Brian Aherne,  
Celeste Holm, Ezra Stone, Burl Ives and Evelyn Varden. Director: Morton  
da Costa. Settings and lighting: Peter Wolf. Costume Direction:  
Emeline Roche. Publicity: Marian Graham, MU. 8-3847.

Friday  
Dec. 30 PREMIERE: "SANDS OF IWO JIMA" (Movie) BRANDT'S MAYFAIR THEATRE, 7TH AVE & 47  
Republic Productions film saga of the Marine Corps landing at Iwo Jima,  
1943. The cast, headed by John Wayne, John Agar and Forrest Tucker, in-  
cludes Gen. Howland M. (Howlin' Mad) Smith and the three survivors of  
the original sextet who raised the flag on Mt. Suribachi. Producer:  
Edmund Grainger. Director: Allan Dwan. Publ.: Evelyn Koleman, CO. 5-2500.